



Invitation to Exhibit in the USA Pavilion

IFE London 2005!



International Food and Drink Exhibition (IFE)
London, England

March 13-16, 2005

THE SHOW:

IFE, held biennially, is the United Kingdom's (UK) largest international food and drink exhibition and one of the top five food exhibitions in the world.

VENUE:

ExCel, Royal Docks – London, England

DATES:

March 13–16, 2005 (Sunday-Wednesday)

VISITORS:

At IFE 2003 nearly 26,000 visitors attended, representing every sector of the food and drink industry including catering (29%), food and drink manufacturers (22%), retailers (21%), wholesaler and distributors (20%), goods and services (6%), and government (2%). Some 2,858 visitors were from Western Europe.

USA PAVILION:

At IFE 2003, the USA Pavilion was the largest non-European pavilion. The U.S. Department of Agriculture once again will organize a USA Pavilion complete with a selection of booth packages, a business lounge, and the camaraderie and synergy that a USA Pavilion brings.

MARKET:

The UK is currently the 8th largest export destination for U.S. agricultural products. U.S. exports to the UK increased to \$1.28 billion in 2003, making it the leading export destination in the European Union for U.S. products. Consumer-oriented products remain the most important sector amounting to 46 percent (\$585 million) of total U.S. exports of agricultural, fish and forestry products to the UK. Among consumer-ready products, wines and beer were the biggest sellers at \$214 million in 2003 making the UK the number one export market for U.S. wines.

BEST PRODUCT PROSPECTS:

Wines, beer, tree nuts, processed fruits and vegetables, fresh fruit, sauces and marinades, confectionery, health foods, snack foods, non-soy vegetable oil, organic products, soft drinks, bakery ingredients, seafood and frozen foods

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For information on other USDA-endorsed events, visit http://www.fas.usda.gov/agexport/TS_WhatsHot.html